

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

JULY 1 – SEPTEMBER 30, 2010

ISSUES LIST

- | | | |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach
Large population of older citizens
Tourism |
| 2. | HEALTH CARE/COST | High rate of heart disease
Poor health practices due to low income
Elderly health care
Fixed incomes |
| 3. | ENVIRONMENT | Beach erosion
Land pollution
Wetlands |
| 4. | CRIME | Summer tourists
Bikers |
| 5. | IMAGE | Strip clubs
Bars |
| 6. | PREJUDICE/INTOLERANCE | Tensions in the community |
| 7. | EDUCATION | High rate of drop-outs
Lack of interest in furthering education
Lack of financial assistance |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: TODAY'S HOMEOWNER
SOURCE: TIME4 MEDIA, INC.
DATE/TIME: SUNDAYS EFFECTIVE SEPT. 12
DESCRIPTION: SHOW FOR HOMEOWNERS THAT DELIVERS PRACTICAL ADVICE TO HOMEOWNERS ON MAINTAINING AND IMPROVING A HOME.

PROGRAM: CAROLINA & COMPANY
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: WEEKDAYS 8:00-8:30 AM & 10:00-10:30 PM
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: KNOW YOUR HERITAGE: HISPANIC COLLEGE QUIZ SHOW
SOURCE: CENTRAL CITY PRODUCTIONS
DATE/TIME: SUNDAY, SEPTEMBER 12 11:30-12:30 PM
DESCRIPTION: THE PURPOSE OF THE "KNOW YOUR HERITAGE HISPANIC COLLEGE QUIZ SHOW" SERIES IS TO ENCOURAGE THE APPRECIATION OF LATINO HERITAGE BY ALL PEOPLE IN AN ENTERTAINING QUIZ SHOW FORMAT. THE QUIZ SHOW SERIES OBJECTIVE IS TO GENERATE A HIGH LEVEL OF EXCITEMENT AND ENTHUSIASM BY FEATURING HISPANIC COLLEGE STUDENTS FROM AROUND THE COUNTRY AND SHOWCASE THEIR KNOWLEDGE AND SKILL OF HISPANIC HISTORY.

PROGRAM: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

GED DIPLOMA
FORECLOSURE
LIVE UNITED: COMMUNITY ENGAGEMENT
WARRANTY
CENSUS IMPORTANCE (5 SPOT SERIES)
ENERGY EFFICIENCY
HISPANIC HERITAGE COMMUNITY SERVICE
READY.GOV
SC CAN (HIGHER LEARNING)
GRADUATION

WWMB EITHER SPONSORED OR CO-SPONSORED THE FOLLOWING:

WE ARE AN ONGOING SPONSOR OF THE PALMETTO ADVENTURE PROJECT WHICH IS BUILDING A PLAYGROUND IN THE CAROLINA FOREST COMMUNITY.

CHIEF METEOROLOGIST ED PIOTROWSKI HOSTED PREPAREDNESS TOWN HALL MEETINGS AUGUST 2-6 AT DIFFERENT COMMUNITIES ALONG THE GRAND STRAND. LOCAL EMERGENCY MANAGEMENT DIRECTORS ALSO PARTICIPATED.

METEOROLOGIST DARREN STACK REPRESENTED THE STATION IN THE MYRTLE BEACH HOSPITALITY ORGANIZATION'S GOLF TOURNAMENT/FUNDRAISER.

WE SPONSORED THE BLACK FAMILY EXPO AT THE FLORENCE CIVIC CENTER, SEPTEMBER 9-11.

SPONSORED THE FLORENCE COUNTY SHERIFF'S MOTORCYCLE RIDE BENEFITING LOCAL FLORENCE YOUTH PROGRAMS, SEPTEMBER 11.

WE ALSO SPONSORED THE 9TH ANNUAL BENEFIT HONORING AMERICA'S HEROES, BENEFITING GEORGETOWN SHERIFF'S SHOP-A-SANTA PROGRAM.

NINTH ANNUAL SCHOOL GALA FOUNDATION FUNDRAISER, BENEFITING THEIR SCHOLARSHIP PROGRAMS, SEPTEMBER 16.

ISSUE: HEALTH CARE/COST

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES

AMERICAN HEART ASSOCIATION
HISPANIC HERITAGE COMMUNITY SERVICES
MEN'S HEALTH ISSUES CAMPAIGN
FLU VACCINATION (4 SPOT SERIES)
UNITED WAY
BOOSTER SEAT CAMPAIGN
CHILDHOOD OBESITY (7 SPOT SERIES)
UNDERAGE DRINKING (5 SPOT SERIES)
TEEN SUICIDE PREVENTION
NEWBORN & CHILD SURVIVAL (5 SPOT SERIES)
MENTAL HEALTH RECOVERY (7 SPOT SERIES)
AUTISM AWARENESS
DRUNK DRIVING (9 SPOT SERIES)
CPR
ARTHRITIS (5 SPOTS)
MARCH OF DIMES (2 SPOTS)
HELP HOSPITALIZED VETS
SHRINERS HOSPITAL FOR CHILDREN

WWMB EITHER SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

SPONSORED THE COLT FORD CONCERT SERIES BENEFITING THE MARCH OF DIMES, JULY 14

WWMB HOSTED RED CROSS BLOOD DRIVES IN FLORENCE, CONWAY, & MYRTLE BEACH, JULY 28

TEAMED UP WITH WILD WATER & WHEELS TO PROMOTE A DAY BENEFITING THE COLLINS KIDS FOUNDATION, AUGUST 8.

SPONSORED THE BLACK FAMILY EXPO, A THREE DAY EVENT HOSTING DIVERSE WORKSHOPS FOR THE BLACK COMMUNITY, INCLUDING HEALTH RELATED TOPICS, SEPTEMBER 9-11

SPONSORED THE SHRINER'S FALL FESTIVAL BENEFITING SHRINER'S HOSPITALS FOR CHILDREN, SEPTEMBER 15-18

"CARING FOR A PAIR" BREAST CANCER TOURNAMENT. WE TEAMED UP WITH CARING IN OUR LIFETIME FOUNDATION & MAJOR LEAGUE BASEBALL PLAYERS ALUMNI ASSOCIATION TO FUNDRAISE FOR BREAST CANCER SURVIVORS SEPTEMBER 18

WE SPONSORED THE GOLDEN LEAF FESTIVAL AND IT'S INVOLVEMENT WITH RUN FOR SIGHT, SEPTEMBER 25

AND WE SPONSORED THE AUTISM NOW GOLF TOURNAMENT, SEPTEMBER 25

SEE ATTACHED FOR ADDITIONAL COMMUNITY APPEARANCES.

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH JAROD MILLER
SOURCE LITTON
DATE/TIME MONDAYS 7:00-7:30 AM

DESCRIPTON INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA
SOURCE MG PERIN, INC.
DATE/TIME TUESDAYS 7:00-7:30 AM

DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON
DATE/TIME WEDNESDAYS 7:00-7:30 AM

DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN
SOURCE TIMBERWOLF PRODUCTIONS
DATE/TIME SUNDAYS 8:00-8:30 AM

DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PROGRAM: REELIN' UP THE COAST
SOURCE HARNETT & FOSTER
DATE/TIME SUNDAYS 9:00-9:30 AM

DESCRIPTION SALTWATER SHOW INVOLVING SC DEPT. OF NATURAL RESOURCES & VARIOUS CONSERVATION GROUPS TO EDUCATE VIEWERS ON THE BEST WAY TO PRESERVE OUR RESOURCES FOR THE FUTURE.

PROGRAM: SC OUTDOORS
SOURCE JAY GREGG
DATE/TIME SUNDAYS 8:30-9:00 AM

DESCRIPTION COVERS HUNTING, FISHING, & EXPLORING NEW AREAS OF SOUTH CAROLINA OUTDOOR LIFE.

PSA'S AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

LIVE UNITED: COMMUNITY ENGAGEMENT
PETA: DON'T LEAVE ANIMALS IN HOT CARS
HUMANE SOCIETY (2 SPOTS)
COASTGUARD: STORM CHASERS
SOUTH CAROLINA NATIONAL GUARD
RECYCLING PSA
ENERGY EFFICIENCY (2 SPOTS)
PET ADOPTION (6 SPOT SERIES)
VETERANS HISTORY PROJECT
READY.GOV HURRICANE PREPAREDNESS

ENVIRONMENT, CONT'D

OUR METEOROLOGIST SPOKE TO SEVERAL GROUPS AND SCHOOLS ABOUT THE WEATHER AND THE EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE HAVE ALSO DONE MANY TOURS OF OUR WEATHER STUDIO.

WE ARE AN ONGOING SPONSOR OF THE PALMETTO ADVENTURE PROJECT WHICH IS BUILDING A PLAYGROUND IN THE CAROLINA FOREST COMMUNITY.

CHIEF METEOROLOGIST ED PIOTROWSKI HOSTED PREPAREDNESS TOWN HALL MEETINGS AUGUST 2-6 AT DIFFERENT COMMUNITIES ALONG THE GRAND STRAND. LOCAL EMERGENCY MANAGEMENT DIRECTORS ALSO PARTICIPATED.

WPDE SPONSORED THE NORTH MYRTLE BEACH HUMANE SOCIETY DUCK RACE FUNDRAISER, SEPTEMBER 11

WE ALSO SUPPORTED THE PUPPY PLUNGE, BENEFITING THE GRAND STRAND HUMANE SOCIETY, SEPTEMBER 11

WE SPONSORED THE GOLDEN LEAF FESTIVAL AND IT'S INVOLVEMENT WITH RUN FOR SIGHT, SEPTEMBER 25

WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: CRIME

PROGRAM: NEWS AT 10 ON THE CW INCLUDES MUG SHOTS CALLING ATTENTION TO LOCAL CRIMES AND CRIMINALS AND ASKING VIEWERS TO CONTACT CRIMESTOPPERS IF THEY HAVE ANY FURTHER INFORMATION TO OFFER. WE SINGLE OUT AN URGENT "MOST WANTED" PERSON, CREATE A PROMOTIONAL SPOT AND RUN IT AS A PSA, AIRING SEVERAL TIMES A DAY EACH WEEK.

PROGRAM
TIME PSA'S
AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

MENTAL HEALTH RECOVERY (7 SPOT SERIES)
ADOPTION (6 SPOT SERIES)
UNITED WAY (3 SPOT SERIES)
FATHERHOOD (3 SPOTS)
GED DIPLOMA
DRUNK DRIVING PREVENTION (8 SPOT SERIES)
NATIONAL GUARD (2 SPOTS)
LIFELONG LITERACY (2 SPOTS)
TEEN SUICIDE PREVENTION
UNDERAGE DRINKING (5 SPOT SERIES)
VETERANS HISTORY PROJECT
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

WWMB CW21 EITHER SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

WE SPONSORED AND METEOROLOGIST DARREN STACK REPRESENTED THE STATION IN THE MYRTLE BEACH HOSPITALITY GOLF TOURNAMENT FOR THE MYRTLE BEACH HOSPITALITY ORGANIZATION, AUGUST 12

WE SPONSORED THE BLACK FAMILY EXPO AT THE FLORENCE CIVIC CENTER, THREE DAYS OF WORKSHOPS AND EVENTS ADDRESSING THE NEEDS OF THE BLACK COMMUNITY, SEPTEMBER 9-11

FREE MOVIES IN THE PARK, BENEFITING WELLSRING CHURCH YOUTH PROGRAMS, SEPT 10

SPONSORED THE FLORENCE COUNTY SHERIFF'S MOTORCYCLE RIDE BENEFITING LOCAL FLORENCE YOUTH PROGRAMS, SEPTEMBER 11.

WE ALSO SPONSORED THE 9TH ANNUAL BENEFIT HONORING AMERICA'S HEROES, BENEFITING GEORGETOWN SHERIFF'S SHOP-A-SANTA PROGRAM.

NINTH ANNUAL SCHOOL GALA FOUNDATION FUNDRAISER, BENEFITING THEIR SCHOLARSHIP PROGRAMS, SEPTEMBER 16.

TEEING OFF FOR TEENS GOLF TOURNAMENT BENEFITING WACCAMAW YOUTH CENTER, SEPT 18

ED PIOTROWSKI MADE REGULAR APPEARANCES AND GAVE SPEECHES AT CAREER DAYS FOR ELEMENTARY, MIDDLE, AND HIGH SCHOOLS DURING THIS QUARTER. WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00 AM
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: CAROLINA & COMPANY
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: WEEKDAYS 8:00-8:30 AM & 10:00-10:30 PM
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: GERSHWIN ON ICE TRIIBUTE
SOURCE: TVI MEDIA
DATE/TIME: SUNDAY, SEPTEMBER 5 1:00- 2:00PM
DESCRIPTION: THE MUSIC PROVIDES A VERY SPECIAL COMBINATION OF ORIGINAL CLASSIC AND CONTEMPORARY VERSIONS OF SONGS INCLUDING: "PORGY & BESS", "RHAPSODY IN BLUE" AND "AN AMERICAN IN PARIS". THE MUSICAL SELECTIONS ARE BY LEGENDARY ARTISTS RANGING FROM LEONARD BERNSTEIN TO RAY CHARLES AND ELLA FITZGERALD.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

GED DIPLOMA
FORECLOSURE
LIVE UNITED: COMMUNITY ENGAGEMENT
WARRANTY
CENSUS IMPORTANCE (5 SPOT SERIES)
ENERGY EFFICIENCY
HISPANIC HERITAGE COMMUNITY SERVICE
READY.GOV
SC CAN (HIGHER LEARNING)
GRADUATION

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NINTH ANNUAL SCHOOL GALA FOUNDATION FUNDRAISER, BENEFITING THEIR SCHOLARSHIP PROGRAMS, SEPTEMBER 16.

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: WHAT'S UP/QUE PASA (E/I)
SOURCE TVS
DATE/TIME FRIDAYS 7:00-7:30 AM
DESCRIPTION A WEEKLY MULTI-CULTURAL SHOW THAT EMPHASIZES WHAT WE HAVE IN COMMON WITH OTHER CULTURES WHILE TEACHING TODAY'S YOUTH TO APPRECIATE OUR DIFFERENCES. EVERY WEEK, THE SHOW BILINGUALLY PRESENTS A NEW THEME, SUCH AS CROSS-CULTURAL UNDERSTANDING, THE DANGERS OF DRUGS AND SMOKING, AND READING APPRECIATION, THROUGH A HIP COMBINATION OF RAP AND HUMOR.

PROGRAM: WE HAVE A DREAM
SOURCE ENTERTAINMENT STUDIOS
DATE/TIME JULY 24, 12:30-1:30 PM; AUGUST 8, 3:00-4:00 PM; AUGUST 29, 9:00-10:00PM
DESCRIPTION HONORS FAMOUS AFRICAN AMERICAN INDIVIDUALS & THEIR CONTRIBUTIONS TO SOCIETY.

PROGRAM: GERSHWIN ON ICE TRIBUTE
SOURCE TVI MEDIA
DATE/TIME SUNDAY, SEPTEMBER 5 1:00- 2:00PM
DESCRIPTION THE MUSICAL SELECTIONS ARE BY LEGENDARY ARTISTS RANGING FROM LEONARD BERNSTEIN TO RAY CHARLES AND ELLA FITZGERALD.

PROGRAM: KNOW YOUR HERITAGE: HISPANIC COLLEGE QUIZ SHOW
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DATE/TIME SUNDAY, SEPTEMBER 11 8:00-10:00 PM
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SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED

CHILDHOOD OBESITY (7 SPOT SERIES)
TEEN SUICIDE
GED DIPLOMA
VETERANS HISTORY PROJECT
HISPANIC SCHOLARSHIP FUND (4 SPOT SERIES)
MENTAL HEALTH RECOVERY (7 SPOT SERIES)
ADOPTION (3 SPOT SERIES)
UNITED WAY
BE A DAD (3 SPOT SERIES)
HIGH SCHOOL DROPOUT PREVENTION
NATIONAL GUARD (2 SPOTS)
LIFELONG LITERACY (2 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

PREJUDICE & INTOLERANCE, CONT'D

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NINTH ANNUAL SCHOOL GALA FOUNDATION FUNDRAISER, BENEFITING THEIR SCHOLARSHIP PROGRAMS, SEPTEMBER 16.

WE RUN A LOCAL COMMUNITY CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

ISSUES: EDUCATION

PROGRAM: CAROLINA & COMPANY
SOURCE: WPDE NEWSCHANNEL 15
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WWMB CW 21 IS AN ONGOING MAJOR SPONSOR OF LIMOS FOR LEARNING (A READING PROGRAM WHICH REWARDS READERS WITH A LIMO RIDE AND LUNCH) & OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCES FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS. WWMB CW21 IS A SPONSOR OF THE FLORENCE SYMPHONY

PSA'S
RUN AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

HISPANIC SCHOLARSHIP FUND (4 SPOT SERIES)
LEAD POISONING PREVENTION (8 SPOT SERIES)
MENTAL HEALTH RECOVERY (7 SPOT SERIES)
CURIOUS READER
AUTISM AWARENESS
SESAME STREET SPOTS
SC CAN (COMMISSION ON HIGHER LEARNING)
GRADUATION (TEEN PREGNANCY)
LIFELONG LITERACY (2 SPOT SERIES)
HERITAGE COMMUNITY SERVICES (3 SPOT SERIES)
CENSUS INFORMATION (5 SPOT SERIES)
BOYS TOWN HOTLINE
SC SPECIAL OLYMPICS
ENERGY EFFICIENCY

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALKED WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOLED GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION PROCEDURES. (SEE ATTACHED LIST FOR SPECIFICS)

WE OFFER INTERNSHIPS FOR COLLEGE CREDIT TO LOCAL UNIVERSITY JOURNALISM STUDENTS.

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JULY

July 14 Colt Ford Free Concert benefits March of Dimes

July 28th WPDE hosted blood drives in Florence, Conway and Myrtle Beach for the American Red Cross

AUGUST

Hurricane week: WPDE hosted town hall meetings in the following locations. Joined by Emergency management directors, Ed Piotrowski gave hurricane information seminars.

August 2nd, Myrtle Beach

August 3rd, North Myrtle Beach

August 4th, Garden City

August 5th, Pawleys Island

August 6th, Conway

August 8 Benefiting Collins Kids Foundation Day at Wild Water & Wheels

August 12th Darren represented the station at MB Hospitality Golf Tournament at MB National Golf Course. Benefits MB Hospitality Organization

Palmetto Adventure, Building a Playground in the Carolina Forest Community

SEPTEMBER

Add Warmth to Your Life Giveaway. Promotion to win \$500 propane for the Fall.

September 4th. Joel manned the WPDE booth at the Beach, Boogie, and Bar-b-Q Festival in Myrtle Beach

Sept 9-11 Black Family Expo

Sept 10 Free Movies in the Park benefiting Wellspring Church Youth Programs

Sept 11, North Myrtle Beach Humane Society Duck Race

Sept 11 Puppy Plunge benefits Grand Strand Humane Society

Sept 11 9th Annual Benefit honoring America's Heroes, benefiting Georgetown Sheriffs Shop-a-Santa Program

Sept 11 Florence County Sheriffs 911 Motorcycle ride benefiting Sheriff's Youth Programs

Sept 15 18 Shriner's Fall Festival benefits Shriner's Children's Hospitals

Sept 16 9th Annual School Foundation Gala benefiting Scholarship Programs

Sept 18 Teeing Off for Teens Golf Tournament benefiting Waccamaw Youth Center

Sept 18 Caring for a Pair Breast Cancer "Caring in our Lifetime" Foundation

Sept 25 Golden Leaf Festival's Run for Sight

Sept 25 Autism Now Golf Tournament

WPDE/WWMB PSA LIST (Third Quarter 2010) Revised 10/6/10

FORECLOSURE (2 spots)	Economy	:30
AMERICAN HEART ASSOCIATION	Health	:30
UNITED WAY v. 1,2	Health, Children	:30
BOOSTER SEATS (2 spots)	Children, Health	:30
MARCH OF DIMES	Children, Health	:30
HUMANE SOCIETY v. 1,2	Environment	:30
SESAME STREET v.1, 2	Education	:30
ADOPTION v. 1,2,3	Family	:30
BE A DAD, v.1,2,3	Family	:30
FLU VACCINATION (4 spots)	Health	:30
SCBA NATIONAL GUARD (2 spots)	National Guard	:30
DRUNK DRIVING	Health	:60
DRUNK DRIVING (3 spots)	Health	:30
SCBA: STORM CHASERS	Coast Guard	:30
SCBA: NATIONAL GUARD (2 spots)	National Guard	:30
LIVE UNITED: COMMUNITY ENGAGEMENT	Education, Health, Income	:30
HISPANIC HERITAGE COMMUNITY SERVICE (3 spots)	Prejudice	:30
MARCH OF DIMES (2 spots)	Health, Children, Special Needs	:30
ENERGY EFFICIENCY (2 spots)	Environment, Economy	:30
GED DIPLOMA (2 spots)	Education	:30
MEN'S HEALTH ISSUES (3 spots)	Health	:30
TEEN SUICIDE (2 spots)	Mental Health/Youth	:30
UNDERAGE DRINKING (5 spots)	Mental Health/Youth	:30
PET ADOPTION (6 spots)	Environment	:30
CENSUS (5 spots)	Community, Economy	:30
VETERANS HISTORY PROJECT	Community/Special Needs	:30
HISPANIC SCHOLARSHIP FUND (4 spots)	Education, Youth, Prejudice	:30
NEWBORN & CHILD SURVIVAL (5 spots)	Health, Youth	:30
MENTAL HEALTH RECOVERY (7 spots)	Community, Prejudice, Health	:30
CURIOUS READER (2 spots)	Education	:30
WARRANTY (2 spots)	Community, Economy	:30
READY.GOV Hurricane Preparedness	Environment, Economy	:30
DID YOU PLAY TODAY?	Health/Youth	:30
SHRINERS HOSPITALS	Community/Health	:20
BOYSTOWN HOTLINE	Youth	:20
HELP HOSPITALIZED VETS	Special Needs	:20



6th Annual
Paws Across the Water Duck Race
2010

Presented to

News Channel 15, WPDETV

In Sincere Appreciation
For Your
Generous Support of

The Humane Society
of North Myrtle Beach, Inc.

A warm heart for a loving home!



much for
its that
employee
it was a
created a
way the

as a big
employees
\$165,000,
the 2008
al. Prize
helped to
of and interest
to our success.
in for all

Dear Billy,

Thank you so much for your generous donation to the 20th Annual Pawleys Island Festival of Music and Art. We certainly appreciate your continued commitment and support to bringing first class entertainment to our wonderful community.

This year's Festival would not have been possible without your generosity and on behalf of our Board of Directors, committee members and Festival staff, we would like to express our gratitude to you. Every year we strive to bring the best in entertainment both in the performing and visual arts to Pawleys Island as well as a first class wine event.

Thank you for all the extra mentions of the performances on air. You are such a tremendous asset to us and I appreciate personally all you do for the Festival. Every year we get to meet some interesting and wonderful people. Looking forward to next year already. You're the best!

Best,
Susan

Dear Billy,

Thank you so much for the Southcoast Tickets that we used in our employee giving campaign. It was a great prize and created a lot of buzz among the employees.

The campaign was a big success with employees giving back over \$65,000, which exceeded the 2008 and the 2009 total. Prizes like this one helped to maintain excitement and interest.



The mission of the March of Dimes: To improve the health of babies by preventing birth defects, premature birth and infant mortality.

Thank you for your
support of the 2010
Signature Challenge Auction.

Cynthia E. Cohen

March of Dimes Foundation

South Carolina Chapter
Pee Dee Division
314 Laurel Street, Suite 201
Conway, South Carolina 29526
Telephone (843) 488-DIME (3463)
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marchofdimes.com

October 13, 2010

Billy Huggins
WPDE News Channel 15
1194 Atlantic Aveune
Conway SC 29526

Dear Mr. Huggins:

On behalf of the March of Dimes, I would like to thank you for your generosity and support of the 2010 Signature Chefs Auction. We can't thank you enough for your donation. Funds raised at this event will be used to fund community services, advocacy, research and education.

The concern and commitment expressed through your donation will bring us closer to a time when every birth will be a healthy one. With your continued support, we can expand our efforts to make this happen through research, community services and educational outreach.

Thank you once again for your support and belief in our mission. Together, we can make a difference. We look forward to continuing our partnership in 2011!

Sincerely for healthy babies,

Coleen

Coleen Sweatt
Community Director
March of Dimes, Pee Dee Division

Tax ID: 13-1846366

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